EXHIBIT K

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Sent:	Tuesday, November 08, 2011 11:46 AM
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Subject:	Developer education for loss insights

Title: Developer education for loss insights
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by Elizabeth Williges

Hi all,

As discussed earlier, there is a huge need to educate developers and improve their understanding of our fraud management and dispute resolution practices. Below is non-comprehensive list of proposed topics to help us accomplish this goal.

1. Overview of Losses (Liz)

- **Refunds** – high level overview of our policy
- **Losses** – high level overview of why developers shouldn't focus on them – virtual goods bear no cost
- **API** - "Did you know?" section on what's available today
- **Friendly Fraud** – what it is, why it's challenging, and why you shouldn't try to block it
    - Friendly fraud refunds
    - Friendly fraud CB's
    - Friendly fraud minor
    - Friendly fraud adult
- **Accrual vs. Cash accounting** – definitions and differences
- **Credits Insights** – Overview of existing report

2. Fraud Management - Facebook's philosophy (Joseph)

- **Overview of our 1% CB philosophy** - optimizing the ecosystem and maximizing revenue
- **Reasons for refund/CB spikes** – best practices on when to ignore & when to deep dive
- **Fraud management** - What we do to ensure malicious fraud doesn't get out of control (ex. controls to review apps w/ loss rates over 'x'%)
- **Risk rules and fraud models** – any insight we can provide around limiting false positives? Why we think they are best in class and how we're constantly improving them.
- **FB specific advantages to managing fraud** – high precision due to account level info

3. Game mechanics/characteristics (Tara)

- **Type of apps** that are expected to have higher losses
- **In-game mechanics** that are expected to have higher losses
- **Countries** that have higher fraud losses
- **Policies and actions taken on fraudsters** - what are they? how they maximize revenue while preventing malicious actors from being repeat offender?
- **Malicious fraud**
    - What is it?
    - When do we refund for it?

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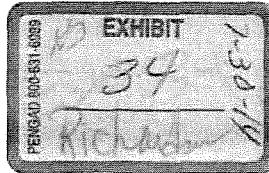
4. Developer best practices for customer service (Danny)

- **Dispute process** - how it works, what inquiries go to FB vs. developer
- **Response time** - what we recommend, why it matters
- **Recommended metrics to track** – contact rate, etc.
- **Developer refunds** (definition)
- **Developer refund best practices** - Encourage giving virtual items instead of $$$ and possibly even extra virtual items to improve customer satisfaction
- **User confusion**
  - What is is?
  - When do we refund for it?

--Next Steps--
1) Define assigned topics
2) Disperse to our working group for feedback
3) Revise and finalize with XFN stakeholders
4) Determine the best distribution channel (blog, email, notification, etc.) & time frame for launching
5) Add to the US help center if (4) isn't launching in the next few weeks
6) Submit for FL translation and add to the help center when completed
7) Add NPS question to the developer surveyPlease share your feedback on the list above, proposed next steps, and add any missing items. Also, feel free to trade topics w/ me or anyone else.-Liz

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